

# ADVERTISING KIT

2024

DISCOVER  
*Lancaster* 

# DISCOVER LANCASTER AT A GLANCE

<p><b>REACH 3.3M+</b> QUALIFIED LEISURE VISITORS</p>	<p><b>WEB SESSIONS: 2.25M</b> PAGE 3</p> <p>50% of website visitors arrive via organic search because they are looking for things to do in Lancaster County.</p>	<p><b>EMAIL SUBSCRIBERS: 85,000</b> PAGE 4</p> <p>Partners receive an average of 480 clicks for banner ads, and 1,200 clicks for featured ads</p>	<p><b>SOCIAL MEDIA FOLLOWERS:</b> INSTAGRAM: <b>40,000</b> FACEBOOK: <b>1.4M</b> PAGE 5</p> <p>Social Media is an important tool for engaging with our consumers, and can expand your own reach to attract customers.</p>			
<p><b>TOURISM NUMBERS IN 2022</b></p>	<table border="1"> <tr> <td data-bbox="412 774 756 1018"> <p><b>9.8 MILLION</b> Annual Visitors *7% increase from 2019</p> </td> <td data-bbox="789 774 1138 1018"> <p><b>\$2.5 BILLION</b> Direct Annual Visitor Spending *15.5% increase from 2019</p> </td> <td data-bbox="1170 774 1520 1018"> <p><b>2 MILLION</b> Overnight Leisure Visitors *10% increase from 2019</p> </td> </tr> </table>			<p><b>9.8 MILLION</b> Annual Visitors *7% increase from 2019</p>	<p><b>\$2.5 BILLION</b> Direct Annual Visitor Spending *15.5% increase from 2019</p>	<p><b>2 MILLION</b> Overnight Leisure Visitors *10% increase from 2019</p>
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<p><b>TOP MARKETS</b></p>	<p><b>DOMESTIC: TOP 6</b> Philadelphia, New York, Harrisburg-Lancaster-Lebanon-York, Wilkes Barre-Scranton, Washinton DC, Baltimore</p>					
<p><b>WEBSITE DEMOGRAPHIC</b></p>	<p><b>Gender</b> 60% Female 40% Male</p>	<p><b>Higher Education</b> 55%</p>	<p><b>\$100k+ Income</b> 35%</p>	<p><b>Average Age</b> 49.2 Years Old</p>		

**DMO WEBSITE RESEARCH HIGHLIGHTS**

81% of users rate DMO website information as extremely important or important in their travel planning.

78% of DMO website users visited the destination after using the DMO website.

DMO website users spend between \$306 and \$393 per day in the destination.

DMO website users are influenced by the website content in their travel decisions:

- 55% chose an activity
- 52% decided to visit an attraction
- 41% decided to visit a place or neighborhood
- 31% selected a restaurant

*\*DMO Website Research Highlights - Destination Analysts, a leading tourism research company.*

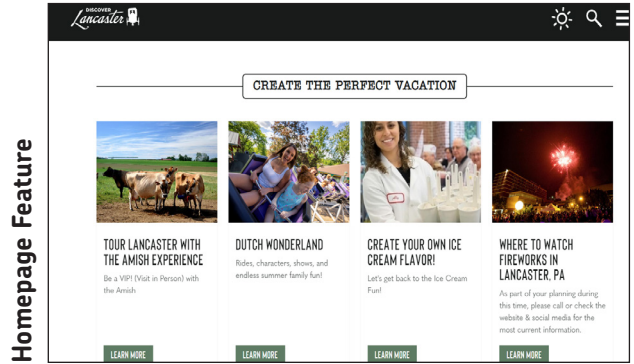
# ONLINE ADVERTISING- DISCOVERLANCASTER.COM

**Online policy-** If multiple flights are contracted, you may change out your message once each month.

## Homepage Feature

Homepage ads will run on the homepage below the large banner image & text at the top of the page. These are exclusive, and in the interest of our consumers will be limited to 3 partners per month.

**Average Impressions:** 25,000 per month  
**Average Clicks:** 1,000 per month



Homepage Feature

*\*Limit 3 partners per month alongside editorial content*

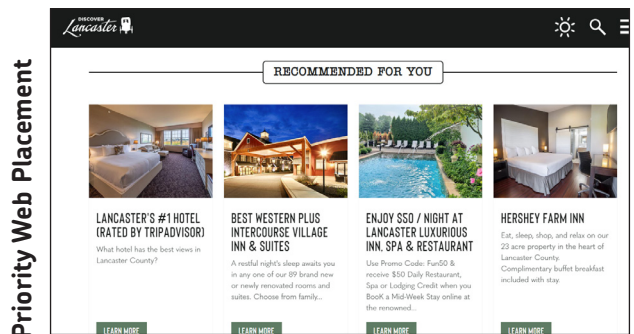
## Priority Web Placement

Each major category on the website can have six featured listings. In the interest of our consumers, you may only buy a priority listing in your own category. These are available on a first-come, first-served basis, and are exclusive to the partners who buy them (not rotating).

**Average Clicks:** 500-1,000 per month  
 (impressions & clicks vary based on category)

### AVAILABLE CATEGORIES

- Lodging
- Attractions
- Amish Culture
- Dining
- Shopping

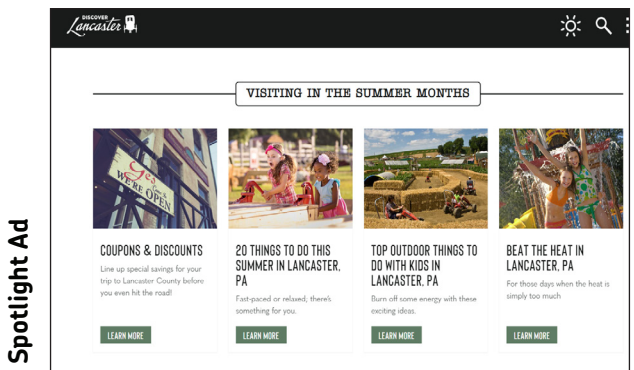


Priority Web Placement

## Spotlight Ads

Spotlight ads run on the main Regions & Towns and Plan Your Visit pages. These are not exclusive placements and will run with other advertisers.

**Average Clicks:** 150 per month  
 (impressions & clicks vary based on time of year)

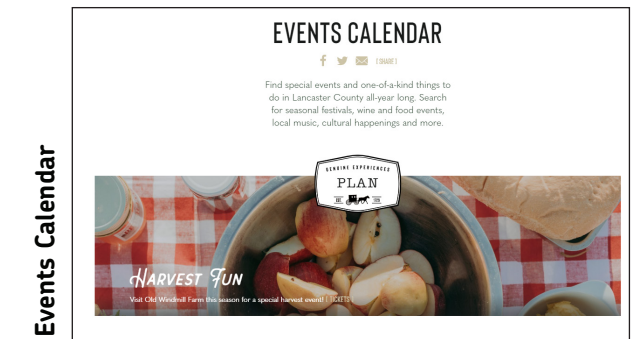


Spotlight Ad

## Events Calendar Feature

Events Calendar Feature ads run on our Events Calendar page above the regular listings and include a large photo. This is the perfect place to highlight your major events with broad audience appeal. Available on a first-come first-served basis.

**Impressions:**  
 Clicks vary depending on interest in event.



Events Calendar



## FEATURED CONSUMER E-BLASTS

Each month we send out timely and relevant information to our core consumer database of approximately 85k+ subscribers. We would like to offer you the chance to sponsor an e-blast.

We will design the e-blast within our template – it will include a photo (sizes below), your business name, text, and a link to your website.

These go out once a month, and are sold on a first-come, first-served basis.

See example below.



Featured  
600 x 300 px  
100 words



Headline

Lorem ipsum dolor sit amet, soleat accusamus ei pro, eos an dicta officiis suscipiantur, et dictas scaevola interesset nam. Augue tistique ne vix, mel erant adipiscing an, eos te impetus persecuti liberavisse. Vis at vivendum interpretaris. Viderer postulant vix no, velit prompta eum et.

Button

Banner  
600 x 200 px  
50 words



Headline

Lorem ipsum dolor sit amet, soleat accusamus ei pro, eos an dicta officiis suscipiantur, et dictas scaevola interesset nam. Augue tistique ne vix, mel erant adipiscing an, eos te impetus persecuti liberavisse. Vis at vivendum interpretaris. Viderer postulant vix no, velit prompta eum et.

Button

## SOCIAL MEDIA ADVERTISING

Discover Lancaster partners have the opportunity to highlight their business and connect with our fan base on our social media channels. If you are interested in accessing this advertising opportunity, we will create a custom package for each partner, based on goals, assets available, and budget.

Some examples of options & prices that may be included in a social media package are:

### Facebook

#### OPTION ONE: Base Cost \$200

1 animated carousel video with recommended \$250 boost for 1.5 weeks

- 3-5 compelling photos of your business
- Business logo
- 3-5 headlines (corresponding to the photos submitted)
- Advertising-friendly audio
- Utilize link feature
- 6s-10s long

#### OPTION TWO: Base Cost \$300

1 video highlighting your business with recommended \$500 boost for 2 weeks

- 15s highlighting the most important features of your business
- Advertising-friendly audio
- Your businesses will be tagged
- Utilize link feature

#### OPTION THREE: Base Cost \$400

60s interview with an employee talking while visuals highlight various aspects of the business. Voiceover & advertising-friendly audio with recommended \$750 boost for 2.5 weeks

### LinkedIn

#### OPTION ONE: Base Cost \$200

Static Post with a \$500 boost for 2 weeks

- Compelling caption
- Headline
- Link
- 1-2 photo(s) showing your business and/or employees
- Logo
- Business will be tagged.

#### OPTION TWO: Base Cost \$300

1 animated carousel video with \$1,000 boost for 2.5 weeks

- 3-5 compelling photos of your business
- Business logo
- Tap Link
- 3-5 headlines (corresponding to the photos submitted)
- Advertising-friendly audio
- 6s-10s long

### Instagram

#### OPTION ONE: Base Cost \$200

Static/Carousel Post with recommended \$250 boost for 1.5 weeks

- 1-4 compelling photos of your business
- Link in our bio
- A compelling caption that will have your business tagged and invited to be a collaborator on the post.

#### OPTION TWO: Base Cost \$200

Instagram Story with recommended \$400 boost for 2 weeks

- 1 animated carousel video
- 3-5 compelling photos of your business
- Business logo
- Tap Link
- 3-5 headlines (corresponding to the photos submitted)
- Advertising-friendly audio

#### OPTION THREE: Base Cost \$400

1 video highlighting your business with a recommended \$500 boost for 2 weeks

- 15s highlighting the most important features of your business.
- Advertising-friendly audio.
- Your businesses will be tagged.
- Link in our bio

#### OPTION FOUR: Base Cost \$400

60s interview with employee talking while visuals highlight various aspects of the business.

Voiceover & advertising-friendly audio with recommended \$750 boost for 2.5 weeks.

- Link in our bio
- 6s-10s long

# VISITORS GUIDE PRINT ADVERTISING

**STANDARD PARTNERSHIP LISTING** - Basic 10-word description included in annual partnership fee at Leisure Level 2 and above. In the digital version of our Visitors Guide, your website text will be a live link that will open to your URL in a pop-up window within the Guide.

**ENHANCED LISTING** - This preformatted ad consists of property information plus a 50-word maximum description provided by partner. In the digital version of our Visitors Guide, your website & body text will be a highlighted live link to your website.

**ENHANCED LISTING WITH PHOTO** - This preformatted ad consists of property information plus small photo and a 50-word maximum description provided by partner. In the digital version of our Visitors Guide, your website & body text will be a highlighted live link to your website.

**FEATURED SECTIONS**- The featured properties will be showcased with a picture, the general information, and a 100-word maximum description written by the partner. This section is first-come, first-served, and is limited to eight properties per category. Others will be put on a waiting list.

**COUPONS**- These coupons must offer a minimum discount of 15%, or be a package that reflects true value. The coupon includes a headline, logo, 100 characters of copy for the offer, and URL. Available on a first come, first served basis. Multiple blocks are an option.

## OTHER AD OPTIONS INCLUDE-

- o Half Page
- o Full Page
- o Inside Back Cover
- o Back Cover - Full Page ad opposite front cover in digital Guide

## PRINT ADVERTISING EXAMPLES

**Discover Lancaster**  
2020

**FREE MAP**

**Featured Listing**

**THINGS TO DO**

**JULIUS STURGIS PRETZEL BAKERY** J-6  
219 E Main St, Lititz  
717-426-4354 / juliussturgis.com

Celebrate 100+ years of American pretzel baking. Founded in 1861, the Julius Sturgis Pretzel Bakery is the first commercial pretzel bakery in America. Tour the original bakery, get a hands-on lesson in pretzel twisting, and taste the results of 100+ years of pretzel baking heritage. We offer tours of the original bakery, during which each visitor will be given a play dough mixture and taught how to twist a pretzel. Visitors will also see the original oven built by Julius Sturgis and learn the history of pretzel baking in America. We welcome school religious, family, and tour groups!

**RAILROAD MUSEUM OF PENNSYLVANIA** N-12  
300 Gap Road, PA Route 741, P.O. Box 125, Strasburg  
717-657-8628 / rmpa.us

Real Train Experience This amazing, world-class collection of 100 historic American locomotives and railroad cars. Real History Climb aboard a caboose, take the throttle in an authentic locomotive cab, inspect a 62-ton engine from underneath and go hands-on in the original railway education center. Real Excitement! Open year-round, you'll enjoy family-friendly events, exhibits, tours, a museum store, a restoration shop and more. Free on-site parking, and free WiFi. Plan your visit today!

**THE TURKEY HILL EXPERIENCE** C-10  
301 Linden St, Columbia  
800-457-7171 (844-467-4884) / turkeyhillexperience.com

Come learn how our ice cream is made, sit in our milk truck, create your own virtual ice cream flavor & packaging and star in your own Turkey Hill commercial. Milk our mechanical cows and learn about the people and culture of Turkey Hill Dairy. Fun for all ages! Enjoy unlimited free samples. Be sure to visit our Taste Lab, a hands-on, educational experience allowing you to develop and taste the flavor you created virtually. Seating is limited in the Taste Lab. Reservations are required and a nominal additional fee applies. For more information or to purchase tickets, please visit turkeyhillexperience.com.

**CARLISLE SPORTS EMPORIUM** A-3  
29 S Middleton Rd, Carlisle  
(717) 258-4743 / carlisesportsemporium.com

Carlisle Sports Emporium, The Place to Play, is Central PA's year-round indoor and outdoor entertainment complex, with fun for all ages! Entertainment options include: 100+ Virtual and Interactive Arcade Games, HOLIDGATE VR, Indoor & Outdoor Golf, NEW LED LASERTON Laser Tag, Featuring a 2500 sq. ft. two-level arena, two 18-hole Casco & Western Themed Miniature Golf courses, Bunting Cages and Roller skating. Meeting spaces are available on site, including The Barn at Cowley's Bend, Parties, events, and corporate team building are our specialty! Located just off Interstate 81 and the Pennsylvania Turnpike #6, only minutes from Harrisburg, Hershey, York, Gettysburg, Reading, and Lancaster.

**Enhanced Photo Listing**

**Standard Listing, 10-Word Description**

**THINGS TO DO**

**Amish**

**Aaron & Jessica's Buggy Rides** O-10 / 331 Old Philadelphia Pk, Berks / 717-768-8628  
amishbuggyrides.com / Ride like the Amish do, with a horse and buggy view. The Amish Country visit isn't complete without our buggy ride to a private working Amish farm (P.O. Box 1). Our local Amish and Monrovia drivers share life stories and love your questions. Family friendly pricing. Office or group tours & Amish meals too! Open daily, year 'round!

**Amish Experience at Plain & Fancy Farm** O-10 / 331 Old Philadelphia Pk, Berks / 717-768-8628  
amishexperience.com / Officially recognized Heritage Site of Lancaster County. Guided walking tours of Amish country homesites & one-room school. Guided bus tours of Amish farmland. Free croquet, special effect film about the Amish, "Jacob's Choice" VHS (VHS in Person's Truck where guests meet the Amish on real, non-tourist farms. Certified Guides. 60+ Years in Business.

**Pennsylvania Guild of Craftsmen** J-10  
335 N Queen St, Lancaster / 717-431-8706  
pennsguild.com / Fine handmade craft and art retailer, workshop space, membership discounts.

**Kitchin Kettle Village** P-10 / 3529 Old Philadelphia Pk, Intercourse / 800-712-3538  
kitchinkettle.com / Experience over 40 unique shops, restaurants, and lodging. See ad pg 34.

**Lancaster Archery Supply & Academy** H-10  
225A Old Philadelphia Pk, Lancaster  
717-394-7220 or 800-429-7438  
lancasterarchery.com / Lancaster Archery Supply is the region's largest supplier of archery gear for hunting, recreation and competition. Come check us out and try our wide range of inventory, or visit our Lancaster Archery Academy for instruction at every level of archery experience. We are the archery headquarters.

**Lancaster Science Factory** J-9 / 454 New Holland Ave, Lancaster / 717-600-6363  
lancasterfactory.org / Hands-on, interactive science center. Recently expanded facility features all-new exhibits, Maker Space, Water Lab, Engineering & Flight Zone, and Fun for Kids, Families, and Groups.

**Lancaster Science Factory** J-9 / 454 New Holland Ave, Lancaster / 717-600-6363  
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**Wonderland Kingdom for Kids**  
A Kingdom for Kids!  
Save \$4 on Royalty Admission

14 regular admission, ages 5-9. Not valid with any other discounts. Advanced Tickets or Special Admission Plans.

Coupon

**LOOKING FOR A NEW PLACE TO CALL HOME?**

An award-winning, 55 and over neighborhood, Sycamore Springs at Garden Spot Village offers the charm of small town and front porch living with easy access to Philadelphia, New York City and Baltimore.

**NOW ACCEPTING PRE-CONSTRUCTION DEPOSITS.**  
Visit [SYCAMORESPRINGS.ORG](http://SYCAMORESPRINGS.ORG) to learn more and schedule your tour!

**Starbucks Coffee on us!**  
Receive a complimentary Starbucks drink during your next visit to the Refresh Coffee Bar. Located in the Village Square at Garden Spot Village.

433 South Kinzer Avenue, New Holland, PA 17557 | 717.355.6000 | [gardenspotvillage.com](http://gardenspotvillage.com)

Enhanced Listing, 50-Word Description



# GROUP PLANNING GUIDE

The 2024 Group Planning Guide will include distribution of at least 500 printed pieces, as well as a digital version that will be available. The printed pieces will be distributed by the Discover Lancaster Sales Team at shows including, but not limited to the following:

- PBA
- MMA
- ABA
- Greater New Jersey Motorcoach
- VMA
- SYTA
- OMCA

We encourage all advertisers to use the entire space to promote special events, specific theatre performances, and special package offerings for groups.

The GPG will be a mix of editorial and limited advertising. These ads will be sold on a first-come, first-served basis.



Half-page formatted ad



## LANCASTER BARNSTORMERS

LancasterBarnstormers.com | (717) 509-HITS

Clipper Magazine Stadium is the home of the Lancaster Barnstormers, the 2006 and 2014 Atlantic League Champions. This state-of-the-art stadium offers affordable and fun family entertainment. Fans enjoy the largest Kids' Play Area in minor league baseball, concession stands offering a "taste of Lancaster," unique promotions and giveaways, and "up close" seats that will allow you to feel that you are part of the game!



## COMPANY NAME

Contact Info

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris rhoncus efficitur turpis, eu tincidunt orci vehicula et. Phasellus eleifend aliquet dictum. Vivamus nec sapien quis sapien pharetra tincidunt non ac nulla. Suspendisse nec sodales purus, quis ultricies nisi. In hac habitasse platea dictumst. Donec at nisi vel urna maximus fringilla.

Full page ad - your design

## ONE LOCATION. COUNTLESS MEMORIES.

**GIVE YOUR GUESTS** a taste of legendary Smucker family hospitality. From express check-in to clean, comfortable rooms to an array of resort-style amenities - including indoor and outdoor pools - your group will love the Bird-in-Hand Family Inn.

**WE'RE JUST FOOTSTEPS AWAY** from traditional Pennsylvania Dutch dining at the Bird-in-Hand Family Restaurant and Smorgasbord, plus wholesome live entertainment on our Bird-in-Hand Stage. And you can't beat our convenient location within minutes of all the best Lancaster County attractions.

**SPECIAL EXPERIENCES** like complimentary tours of Amish farmlands, our unique Cornfield Banquets, Smucker Ice Cream Socials and more will keep your guests talking long after the trip. Ask about our tour bus amenities and group discount packages.

**COUNT ON A WARM WELCOME - AND MORE!** We can arrange group lodging and dining packages with live entertainment on our stage, and we're conveniently located on Old Philadelphia Pike (Route 340) just east of Lancaster.

**Contact Group Sales at (800) 627-1910 or email  
GroupSales@Bird-in-Hand.com for more information.**

Bird-in-Hand.com



## DISCOVER LANCASTER STREAMING CHANNEL

### VATV

Partner with Discover Lancaster to be seen worldwide! Viewers around the world and around the corner can watch Live or Video-on-Demand to find places to stay, shop, eat and play in Lancaster County. Watch the Discover Lancaster Channel on your Smart TV, Streaming Device or download on iTunes or Google Podcast. It's free for consumers to download and free to watch!

The cost is \$360/year for a :30 second ad, and \$600/year for a :60 ad.

If you don't already have a :30 second or :60 second video available, VATv makes production easy and the video produced will be yours to use for all of your marketing and social media efforts.





# ADVERTISING PRICING- PRINT

## VISITORS GUIDE

TYPE OF AD	COST	VALUE ADDED
Coupon	\$250	---
Enhanced Listing	\$495	Digital Guide Website & Text Linked
Enhanced with Photo	\$995	Digital Guide Website & Text Linked
Featured Ad	\$2,950	
1/2 Page Ad	\$4,950	3 Months Spotlight Ads, Reader Response Card
Full-Page Ad	\$7,450	6 Months Spotlight Ads, Reader Response Card
Inside Back Cover	\$7,950	6 Months Spotlight Ads, Reader Response Card Left Banner of Digital Guide
Outside Back Cover	\$12,450	6 Months Spotlight Ads, Reader Response Card Digital Guide Opposite Cover spot
Map Sponsor (1 available)	\$15,000	12 Months Spotlight Ads, Reader Response Card 3 Months Featured Listing

*35 Reader response card spots available, on first-come, first-serve basis*

## GROUP PLANNING GUIDE

TYPE OF AD	COST
Half Page	\$600
Full Page	\$1,200
Back Cover or Inside Front Cover	\$2,000

# ADVERTISING PRICING- DIGITAL

## ONLINE ADVERTISING *Each flight runs 1 month.*

### Priority Web Placement:

Month	Lodging Attractions	Amish Culture	Dining Shopping
January	\$375	\$300	\$100
February	\$375	\$300	\$100
March	\$375	\$300	\$100
April	\$475	\$400	\$200
May	\$475	\$400	\$300
June	\$475	\$400	\$300
July	\$475	\$400	\$300
August	\$475	\$400	\$300
September	\$475	\$400	\$300
October	\$475	\$375	\$200
November	\$475	\$375	\$200
December	\$475	\$375	\$200

### Featured E-blast

Month	Featured	Banner
January	\$1,000	\$450
February	\$1,000	\$450
March	\$1,200	\$650
April	\$1,200	\$650
May	\$1,200	\$650
June	\$1,200	\$650
July	\$1,200	\$650
August	\$1,200	\$650
September	\$1,200	\$650
October	\$1,200	\$650
November	\$1,200	\$650
December	\$1,000	\$450

### Homepage Feature

Month	Price	Month	Price
January	\$750	July	\$1,500
February	\$750	August	\$1,500
March	\$750	September	\$1,500
April	\$750	October	\$1,500
May	\$1,500	November	\$750
June	\$1,500	December	\$750

### Spotlight Ad

Month	Price	Month	Price
January	\$150	July	\$250
February	\$150	August	\$250
March	\$150	September	\$150
April	\$250	October	\$250
May	\$250	November	\$150
June	\$250	December	\$250

## SOCIAL ADVERTISING

See Social Media Page 5 for options & pricing.

### Events Calendar Feature

Month	Price	Month	Price
January	\$650	July	\$850
February	\$650	August	\$850
March	\$650	September	\$650
April	\$650	October	\$850
May	\$650	November	\$650
June	\$850	December	\$850

# PRINT ADVERTISING GUIDELINES

TYPE OF AD	SIZE SPECIFICATIONS
Coupons	Supply high-resolution logo & text
Featured	Supply high-resolution logo & text
Enhanced Listing Photo	Supply high-resolution photo, 2.25" w x 0.5" h
1/2-Page	7" w x 4.875" h
Full-Page	7" w x 10" h
Inside Back Cover	7" w x 10" h
Inside Front Cover	7" w x 10" h
Outside Back Cover	7" w x 10" h

## NOTES:

**Preferred File Format** High-Resolution PDF

**Colors** Convert all colors to CMYK. RGB not accepted. Duotones must be converted to CMYK.

**Crop** Full bleed artwork must include 0.125" bleed with no crop marks.

**Resolution** For best print quality we ask that all images are provided at a 300 dpi (dots per inch). Scan images (full color or grayscale) at a minimum resolution of 300 dpi. Minimum resolution is 1200 dpi for bitmap (black and white line art). *Images and logos from websites are NOT usable for print ads. They are low-resolution images (72 dpi).*

## FINE PRINT:

**Storage and Liability** Discover Lancaster does not store materials after printing. Materials not prepared to Discover Lancaster specifications may incur additional charges and will be run to pleasing color standards. Discover Lancaster is not responsible for incorrect or substandard reproduction quality due to incorrectly prepared or incomplete materials.

**Emailing Your Digital Files** There are a number of ways that you may electronically submit your display advertising, depending on your files and their sizes. If the combined file size does not exceed 8 megabytes, then you may use email for file submission. In cases where file size exceeds the maximum email limit, please contact *Olivia Novak* at [ONovak@DiscoverLancaster.com](mailto:ONovak@DiscoverLancaster.com) for alternate FTP delivery instructions.

Please send all prepared print ad files or print ad content to *Jenae Baker* at [jbaker@DiscoverLancaster.com](mailto:jbaker@DiscoverLancaster.com).



# DIGITAL ADVERTISING GUIDELINES

TYPE OF AD	SIZE SPECIFICATIONS
Spotlight Ad	<i>Discover Lancaster will create from the image &amp; copy partner provides.</i>
Homepage Feature	<i>Discover Lancaster will create from your partner page image &amp; copy</i>
Featured E-blast*	<i>600 px w x 300 px h Text: Headline and 100 words of copy</i>
E-blast Banner*	<i>600 px w x 200 px h Text: Headline and 50 words of copy</i>

## NOTES:

**Images** We can crop a photo for you if necessary.

**Text** Requests containing too many characters will be edited to fit.

**Emailing Your Digital Files** There are a number of ways that you may electronically submit your display advertising, depending on your files and their sizes. If the combined file size does not exceed 8 megabytes, then you may use email for file submission. In cases where file size exceeds the maximum email limit, please contact *Olivia Novak* at [ONovak@DiscoverLancaster.com](mailto:ONovak@DiscoverLancaster.com) for alternate FTP delivery instructions.

# ADVERTISING CONTRACT

DUE SEPTEMBER 30, 2023



## CONTACT INFORMATION *Please provide COMPLETE information.*

Property Name

Contact Name

Property Phone

Contact Email

## VISITORS GUIDE *\*Please list category(s) on line below*

Ad Type	Category	Cost
Coupon		\$250
Enhanced Listing*		\$495
Enhanced Listing with Photo*		\$995
Featured Ad*		\$2,950
1/2-Page Ad*		\$4,950
Full-Page Ad*		\$7,450
Inside Back Cover Ad		\$7,950
Outside Back Cover Ad		\$12,450
Map Sponsor		\$15,000

## GROUP PLANNING GUIDE *\*Please list category(s) on line below.*

Ad Type	Category	Cost
GPG Half Page Ad*		\$600
GPG Full Page Ad*		\$1,200
GPG Back Cover OR Inside Front Cover Ad*		\$2,000

## DISCOVER LANCASTER STREAMING CHANNEL

:30 Second Ad	\$360
:60 Second Ad	\$600

Page 1 Total \_\_\_\_\_

To submit send materials and payment to Katie Zimmerman via the following:

E-Mail: KZimmerman@DiscoverLancaster.com | Fax: 717-299-0470 | Mail: 501 Greenfield Road, Lancaster, PA 17601

# ADVERTISING CONTRACT (CONTINUED)

**ONLINE ADVERTISING** Each flight runs 1 month.

## Priority Web Placement:

Month	Lodging Attractions	Amish Culture	Dining Shopping
January	\$375	\$300	\$100
February	\$375	\$300	\$100
March	\$375	\$300	\$100
April	\$475	\$400	\$200
May	\$475	\$400	\$300
June	\$475	\$400	\$300
July	\$475	\$400	\$300
August	\$475	\$400	\$300
September	\$475	\$400	\$300
October	\$475	\$375	\$200
November	\$475	\$375	\$200
December	\$475	\$375	\$200

## Featured E-blast

Month	Featured	Banner
January	\$1,000	\$450
February	\$1,000	\$450
March	\$1,200	\$650
April	\$1,200	\$650
May	\$1,200	\$650
June	\$1,200	\$650
July	\$1,200	\$650
August	\$1,200	\$650
September	\$1,200	\$650
October	\$1,200	\$650
November	\$1,200	\$650
December	\$1,000	\$450

## Homepage Feature

Month	Price	Month	Price
January	\$750	July	\$1,500
February	\$750	August	\$1,500
March	\$750	September	\$1,500
April	\$750	October	\$1,500
May	\$1,500	November	\$750
June	\$1,500	December	\$750

## Spotlight Ad

Month	Price	Month	Price
January	\$150	July	\$250
February	\$150	August	\$250
March	\$150	September	\$150
April	\$250	October	\$250
May	\$250	November	\$150
June	\$250	December	\$250

## Social Advertising

Please connect with Katie to discuss your custom Social Package + pricing.

Platform(s): \_\_\_\_\_

Base \$: \_\_\_\_\_

Boost \$: \_\_\_\_\_

Month: \_\_\_\_\_

Total Cost: \_\_\_\_\_

## Events Calendar Feature

Month	Price	Month	Price
January	\$650	July	\$850
February	\$650	August	\$850
March	\$650	September	\$650
April	\$650	October	\$850
May	\$650	November	\$650
June	\$850	December	\$850

Page 2 Total \_\_\_\_\_

To submit send materials and payment to Katie Zimmerman via the following:

E-Mail: KZimmerman@DiscoverLancaster.com | Fax: 717-299-0470 | Mail: 501 Greenfield Road, Lancaster, PA 17601





# ADVERTISING CREDIT CARD PAYMENT FORM



## Contact Information *Please provide COMPLETE information.*

Name (as it appears on card):

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Business Name:

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Street Address (For credit card billing):

---

City:

State:

Zip:

Phone

Alternate Phone:

Email:

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Today's Date:

Amount:

Completed by:

---

Phone:

---

## Card Type

MasterCard

Visa

American Express

Discover

Card Number:

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Expiration Date:      /       
Month / Year

CCV Number (last 3 digits on reverse of card  
or 4 digits on front of AMEX)

**To submit send materials and payment to Katie Zimmerman via the following:**

**E-Mail:** KZimmerman@DiscoverLancaster.com | **Fax:** 717-299-0470 | **Mail:** 501 Greenfield Road, Lancaster, PA 17601